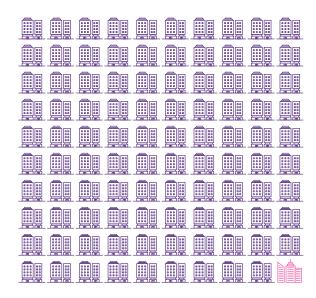
## B2B is the "North Star" for 5G monetization, but don't forget the SMEs!

BearingPoint//Beyond's latest joint report with Omdia highlights

SMEs as a major source of CSPs' 5G revenue



99%

of world's businesses are SMEs and CSPs are already failing to support their 5G needs

Yet 70% of CSPs focus their resources on

1% enterprise market

## Instead CSPs should focus on the SME opportunity



NEED 💆 🛭

**73**%

global SMEs see 5G as important or extremely important to their business REVENUE AND

SMEs are worth an estimated

\$433

billion in 5G revenue

TRUST &

42%

of SMEs perceive CSPs as their trusted 5G go-to partner

## However, it's not the 5G technology they're after



of SMEs believe it's more important for CSPs to **collaborate with an ecosystem of partners** to build solutions that better fit their needs than to offer 5G services

CSPs will have to address the different types of SMEs, their unique needs and the vertical context



## THE SOLUTION

CSPs need to gradually develop an increasing number of solutions with technology partners and vertical specialists

Using a digital marketplace that will allow CSPs to grow from selling a few SME solutions, to selling multiple solutions at speed and at scale

Sources: BearingPoint//Beyond research, Omdia research
To learn more download our <u>SME report</u> at <u>bearingpointbeyond.com</u>

